

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. Bank National Association		10/13/2010	National Association: UNKNOWN
RECEIVING PARTY DATA			
Name:	Focus Direct, LLC		
Street Address:	425 North Iris		
City:	Mt. Pleasant		
State/Country:	IOWA		
Postal Code:	52641		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2123152	FOCUS DIRECT	
Registration Number:	2441927	FOCUS DIRECT	
CORRESPONDENCE DATA			
Fax Number:	(901)577-0812		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	901.577.8235		
Email:	trademarks@bakerdonelson.com		
Correspondent Name:	Kristin Dunavant		
Address Line 1:	165 Madison Avenue, Suite 2000		
Address Line 4:	Memphis, TENNESSEE 38103		
ATTORNEY DOCKET NUMBER:	2825111-4US BANK RELEASE		
NAME OF SUBMITTER:	Kristin Dunavant		
Signature:	/Kristin Dunavant/		

900174709

TRADEMARK
REEL: 004302 FRAME: 0403

OP \$65.00 2123152

Date:

10/22/2010

Total Attachments: 2

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U.S. TRADEMARK RELEASE BY SECURED PARTY

Whereby U.S. BANK NATIONAL ASSOCIATION, as Lender, recorded a security interest in certain of those trademarks described on Exhibit "A" (the "Trademarks") attached hereto and has agreed to release its lien in such trademarks.

Accordingly, U.S. BANK NATIONAL ASSOCIATION hereby releases any lien and all of its interest in and to said Trademarks and hereby conveys the same, without recourse, representation or warranty, to FOCUS DIRECT, LLC.

Dated: October 13, 2010.

U.S. BANK NATIONAL ASSOCIATION

By: [Signature]
Name: Greg Wilson
Title: Sup

STATE OF Minnesota
COUNTY OF Hennepin

Before me, Kari Schlotfeldt, a Notary Public in and for said State and County aforesaid, duly commissioned and qualified, personally appeared Greg Wilson, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself to be the SUP of U.S. Bank.

WITNESS my hand and seal at office on this the 13 day of October, 2010.

[Signature: Kari I. Schlotfeldt]
Notary Public

My Commission Expires:

01-31-15



EXHIBIT "A"

U.S. TRADEMARKS

Registered Marks

MARK	FILING DATE	SERIAL NO.	REG. DATE	REG. NO.
FOCUS DIRECT	August 14, 1996	75-150053	December 23, 1997	2,123,152
FOCUS DIRECT	May 11, 1999	75-702616	April 10, 2001	2,441,927